SHRADDHA CHAUHAN

shraddhachauhan261999@gmail.com | 682-389-9848 | Dallas, Tx | LinkedIn | Github

SUMMARY

Pursuing a Master's in Business Analytics, with experience in analyzing data, building predictive models, and creating interactive dashboards. Background includes working with SQL, Python, R, and tools like Power BI and Tableau to explore trends, automate reports, and support business decisions. Skilled in cleaning and analyzing complex datasets, uncovering patterns in large volumes of data, and translating analysis into clear, actionable recommendations for stakeholders. Focused on using data and technology to support forward-looking business decisions, with growing experience in cloud platforms and applied machine learning.

EDUCATION

Master of Science- *Business Analytics – The University of Texas at Arlington, USA -(GPA: 3.9/4.0)* **Dec 2025**
Course Work: Database Management Systems, Big Data, Analytics & Decision Analysis, Applied Statistics & Visualization for Analytics, Data Warehousing and Data Mining, HR Metrics and Analytics, Business and Economic Forecasting
Bachelor of Technology- *Electronics and Communication Engineering- SRM Institute of Science and Technology, India* **May 2021**

SKILLS

Languages & Programming: Python, SQL, R, Pyspark, C++ (basic).
Tech/OS: MATLAB, Jupyter Notebook, AWS, Microsoft PowerBI, VSCode, Github, Windows, JIRA, Azure, Google Cloud Platform, Tableau, Advanced Excel, Rstudio, Databricks.
Libraries & Frameworks: Scikit-Learn, Pandas, NumPy, Matplotlib, Seaborn, NLTK, Tidyverse, Scipy.
Machine Learning: Classification, Regression, Clustering, Neural Networks, Deep Learning.
Technical Competencies: Business Requirements Gathering, Predictive Modeling, Regression Analysis, Data risk management, A/B Testing, Data Mining, ETL Automation, CRM Analytics, Statistical Testing, LLM exposure, Data Wrangling, Data Cleaning, Documentation, Technical consultancy, Process assessment, Client collaboration.

WORK EXPERIENCE

The University of Texas at Arlington **January 2025 – Present**
Business Analysis Graduate Teaching Assistant *United States*
- Mentored students in Python-based **data mining**, **time series forecasting**, and **classification techniques** aligned with real-world business applications.
- Provided hands-on guidance in tools such as Excel, Tableau, and Python for effective **data visualization** and **reporting**.
- Supported faculty in **research initiatives** and academic projects involving machine learning and automation.

Capgemini **January 2023 - November 2023**
Jr. Data Analyst *India*
- Queried redemption data using SQL and built **pivot tables/VLOOKUP formulas** for summarizing activation trends.
- Collaborated with product managers, data engineers, and finance analysts to standardize **data definitions** and streamline reporting workflows across departments, improving reporting consistency in a high-volume environment.
- Designed and optimized SQL pipelines and data models to automate financial KPI dashboards, enhancing reporting speed and **accuracy by 30%** for executive stakeholders.
- Automated manual reporting workflows and upgraded **dashboard functionality** to reduce turnaround time and improve data accessibility for business users.

Abhyaz **January 2022 - December 2022**
Data Analyst Intern *Remote*
- Built **dynamic dashboards** using Power BI and predictive models to identify top-selling product categories and seasonal demand shifts, helping the marketing team optimize campaign timing and inventory planning.
- Created **Excel VBA tools** for automation and efficiency, integrated **data pipelines** across departments.
- Performed **data variance analysis** and debugged SQL queries, to resolve inconsistencies in weekly sales reports, ensuring accurate data extraction from MySQL Workbook.

PROJECTS

AI-Powered Aviation Chatbot *(Second Prize – UTA Business Symposium 2025)* | Github
- Built a Generative AI chatbot using the **OpenAI GPT API** and Streamlit to provide real-time aviation insights through natural language interactions.
- Integrated **predictive models** (LSTM for delay prediction, ARIMA for fuel usage forecasting) to enhance chatbot intelligence and user utility.
- Deployed a scalable, **cloud-native backend** using AWS (Lambda, API Gateway, S3), enabling real-time data ingestion and response generation.

Layoffs Data Analysis | *SQL, Window Functions, Data Cleaning* | Github
- Cleaned and structured a real-world layoffs dataset using SQL, applying **ROW_NUMBER ()** and **PARTITION BY** to identify and handle duplicates.
- Created **staging tables** to preserve raw data integrity and validated flagged entries to ensure accurate deduplication.
- Prepared the dataset for future **KPI-driven insights** and visualizations on layoff trends by company, industry, and time.

Customer Churn Prediction | *Random Forest, Extra Trees, Scikit-learn, Python* | Github
- Built churn classification models using **bagging-based ensemble techniques** (Random Forest, Extra Trees) with OOB validation for improved accuracy and reduced overfitting.
- Preprocessed telecom customer data with **One-Hot Encoding** and stratified sampling; trained and evaluated models using AUC, F1-score, and feature importance.
- Identified key churn drivers (Age, Balance, Activity) and visualized results using ROC curves, confusion matrices, and **performance metrics** for business insights.

Airbnb NYC Dashboard | *Excel, Tableau, Mapbox* | Github
- Designed an interactive **Tableau dashboard** to analyze 48K+ Airbnb listings by neighborhood, room type, pricing trends, reviews, and host activity across New York City.
- Visualized **key KPIs** such as average price, reviews per month, booking seasonality, and neighborhood-level heatmaps using geo-data and **Mapbox integration**.
- Identified peak booking periods and high-demand neighborhoods such as Tribeca and SoHo, helping hosts adjust **pricing strategies** and improve occupancy rates.

HR Attrition Dashboard | *Power BI, DAX, Power Query* | Github
- Developed an interactive **Power BI dashboard** to analyze attrition patterns across departments, job roles, and demographics using 1,451 employee records.
- Built KPIs and **DAX measures** to visualize relationships between attrition and key factors like income, overtime, work-life balance, and promotion history.
- Developed **filterable visuals** (e.g., scatter plots, line charts, segment filters) that helped HR identify high-risk employee groups and prioritize retention strategies.

SAP S/4HANA Sales Order Enhancement | *Requirements Engineering, SAP Fiori, BRF+* | Github
- **Problem:** Manual sales order approval process in **SAP S/4HANA** led to processing delays and reduced customer satisfaction.
- **Actions:** Conducted stakeholder analysis, user story mapping, and **GAP assessment**; proposed **SAP BRF+ workflow automation** and e-commerce platform integration to streamline approvals.
- **Results:** Documented a complete functional specification aligning with SAP capabilities and business goals, targeting a **40% reduction** in order processing time.

A/B Testing Analysis – Landing Page Conversion Experiment | Python, Pandas, Seaborn, Scipy, Statsmodels | GitHub
- Analyzed real-world **A/B test data** to determine if a new landing page improved conversions over the original.
- Performed statistical analysis using **two-proportion Z-tests** and explored behavioral patterns via subgroup analysis (hourly, weekday vs. weekend).
- Visualized trends to identify time-sensitive **conversion behavior** and recommended analytics-based experimentation strategies.

HONORS/ACHIEVEMENTS

Selected Presenter – Fashion AI Poster, UTA Annual Analytics Symposium 2025
Led a 3-member team in developing a Fashion AI tool that combined color analysis, trend forecasting, and personalization algorithms for a smart and sustainable shopping experience. The project received recognition for proposing a sustainable shopping model aimed at reducing fashion waste and improving customer satisfaction through data-driven recommendations.
Project Lead – Assistive Navigation System for the Visually Impaired, SRMIST 2021
Headed a multidisciplinary team to build an easy-to-use and low-cost navigation device for blind users. Focused on real users need to design a working prototype that helped improve independent movement. Managed the project timeline, teamwork, and technical tasks, delivering a practical solution that supported accessibility and everyday use.

CERTIFICATIONS

- **Google Data Analytics Certificate**
Skills: Data Analysis, Spreadsheets, SQL, R, Tableau, Data Cleaning, Data Visualization
- **SAP Business Analyst Professional Certificate**
Skills: SAP S/4HANA, BRF+, Fiori, Requirements Gathering, GAP Analysis, Business Process Mapping
- **Data Analyst Virtual Experience Program (Accenture – Forage)**
Skills: Data Cleaning, Storytelling, Business Development, Data Modeling, Microsoft Office, Data Visualization, Presentation Skills
- **Data Analyst Master Program (Simplilearn)**
Skills: Python, SQL, R, Tableau, Excel, Descriptive Analysis